



**ENHANCING CUSTOMER PERCEPTION AND  
SATISFACTION: FACTORS INFLUENCING  
CUSTOMER SERVICE QUALITY TOWARDS  
TAKAFUL INSURANCE AT ETIQA TAKAFUL  
BERHAD TEMERLOH**

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**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION**

**WITH HONOURS (MARKETING)**

**FACULTY OF BUSINESS MANAGEMENT**

**UNIVERSITY TECHNOLOGY MARA**

**“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledges

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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## **EXECUTIVE SUMMARY**

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This study is prepared in order to finish my study in Bachelor of Business Administration (Hons) Marketing. I choose to study about “Enhancing Customer Perception and Satisfaction: Factors Influence Customer Service Quality towards Takaful Insurance at Etiqa Takaful Berhad Temerloh Branch”. This project paper contains of five chapters. It includes an introduction, literature review, research methodology and design, data analysis and interpretation and conclusion and recommendation. The purpose of this study is to identify the best factors that influence customer service quality towards Takaful insurance at Etiqa Takaful Berhad Temerloh and also to identify the level of customer service quality provided by Etiqa Takaful Berhad Temerloh. This study was conducted throughout the duration of five month practical training. The study generated full response rate from 40 respondents (customers) who are currently come Etiqa Takaful Berhad Temerloh for services. All the responses from the questionnaires given to the respondents were statistically analyzed with several statistically tool by using SPSS version 11.5. From the analysis, there are few output that researcher get in terms of reliability analysis, frequency distributions, descriptive statistics, Pearson’s Correlation Coefficient and also Linear Regression.